



# NEWS RELEASE

## FOR IMMEDIATE RELEASE

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## State Ad Campaign Gets National Media Play

**(PIERRE, SD 05/02/08)**— The South Dakota Department of Health wants the state's residents to "Think Sodabriety."

So far, the phrase is grabbing the attention of more than just the state's residents.

"Sodabriety" has quickly caught the attention of national media. State nutritionist Kristin Biskeborn with the Department of Health has been interviewed about the campaign by CBS radio as well as the morning team of Tom and Linda on Los Angeles radio station KNX 1070. The Minneapolis Star Tribune also picked up the story.

Sioux Falls advertising agency ADwërks coined the phrase "Sodabriety" as part of an advertising campaign for the Department of Health's "HealthySD.gov" Web site. The phrase refers to the practice of giving up soda pop and other sugar-sweetened beverages.

"Think Sodabriety" is one of several elements of the most recent campaign, which started in February with television, radio, and newspaper advertisements, to encourage South Dakotans to lead healthier lifestyles through better nutrition choices and more physical activity.

As part of the promotion, Biskeborn and the state's Nutrition and Physical Activity Program staff created a "Sodabriety Challenge" on the HealthySD.gov Web site. The challenge encourages participants to sign up as individuals or in teams and log the amount of water they drink each day for the month of May. At the end of the month, prizes are awarded, with all participants receiving a gift for participating.

For more information on the challenge, and for more nutrition and physical activity tips for adults and children, log on to [www.healthysd.gov](http://www.healthysd.gov).

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**The Nutrition and Physical Activity Plan** is the first comprehensive plan to increase healthy eating and physical activity as ways to reduce overweight and obesity levels, and their subsequent risk for chronic diseases such as cardiovascular disease, hypertension, and diabetes. It was released in early 2006.

Other programs have been developed as part of the Nutrition and Physical Activity Plan, including a worksite wellness program; “Fit from the Start Initiative,” giving caregivers information on helping children get a healthy start to their lives; “Great Day of Play,” which works in conjunction with state and local parks departments to promote physical activity; and “Healthy Hunter,” which encourages hunters to get fit before the start of hunting season by offering them a six-week nutrition and fitness program.

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